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Date: October 28, 2008

To: All Prospective Contractors

RE: Outreach Campaign for Promoting Reusable Bags #IWM08015

Addendum No. 1 To the Request For Proposal, Secondary (RFP(S))

1. Attachment 1 to this Addendum contains a list of all businesses who have registered their interest in this contract to date.
2. The following questions were submitted in response to the RFP(S) and answers to each follow the question.
 - Q1: Our question for the subject contract is: The \$79,000 budget, is this the total budget for the project or the administrative fee for the company that will implement it.
 - A1: This is the total budget allocated for the project. However, actual contract amount will be determined by costs identified by proposers on the Cost Proposal Sheet.
 - Q2: Has the core message or tagline been worked out already or do you need the creative to be developed as well? The service need and methodology talk about distribution of existing video and radio, but are there any printed items such as posters, ad templates, graphics, media releases, etc that we can use or does that need to be developed within this proposal?
 - A2: Page 19 references traditional marketing efforts combined with in-house participation.
 - Q3: On page 5 it says it is a 6-month effort and on page 6 it says a 3-month contract. Which is accurate?
 - A3: Please refer to page six. Under Contract Term, it states: "The term of this agreement will span approximately three months." This is incorrect. The term of this Agreement will span approximately six months.
 - Q4: Will media be counted within the total budget? Does that expense also get a 5% preference?
 - A4: Media will be counted within the administrative budget. No, this will not get a 5% preference.
 - Q5: When the proposal discusses "in-house" resources for building websites, does that mean in-house to CIWMB or in-house to the proposing firms? Cielo Marketing
 - A5: Page five refers to a website that would be created using in-house (CIWMB) resources to provide information and education to the general public.
 - Q6: When should we expect answers to the questions?
 - A6: 10/27/08
 - Q7: Will there be a pre-bid call?
 - A7: No
 - Q8: Is there an incumbent contractor for this task? If so, who?



A8: No

Q9: Has the CIWMB met there DVBE goal of 3% this year?

A9: Not yet, we recently completed our first FY quarter.

Q10: On page 5 under Service Need, it is stated that this contract consists of "PSA development." However, on page 11 under Methodology, it is stated that "the contractor shall distribute existing (CIWMB owned) video and radio PSAs." Please clarify if the contractor will need to develop the PSA or if it will be pre-existing.

A10: The video PSA is pre-existing. The audio PSAs will be developed by contractor in conjunction with OPA.

Q11: On the Cost Proposal Worksheet, it is stated that the General project overhead should not exceed 15% of the bid. Do you consider labor costs to be part of General Project overhead?

A11: No. General Project Overhead costs are not within the scope of the contractor.

Q12: There is a lot of language throughout the RFP that refers to "earned media." Is it your expectation that the vast majority of the media placed will be at no cost?

A12: Yes.

Q13: Does the \$79,000 maximum budget include media costs or is the media buy budget outside of the \$79,000 maximum budget?

A13: All costs must fall within the maximum \$79,000 allotted. Please refer to A1.

Q14: There is no mention in the RFP regarding primary geographic and secondary geographic markets. Please outline your expectations regarding markets to be reached.

A14: The primary geographic market is Los Angeles County. The secondary geographic market includes the Southern California area south of Los Angeles County—specifically Orange County.

Q15: Could you please email me a list of companies who have requested a copy of the RFP for Contract #IWM08015 Public Awareness Campaign Promoting?

A15: Please refer to attached listing.

Q16: My company was responsible for the look and feel and the creative concepts and messaging. To be clear, we were not directly involved with the media buys or relationship building aspect of this project. Therefore, I believe that we can play a very important creative role in your campaign, yet we are not suited to task the logistical and relation building requirements of the contract. Is there an opportunity to divide and conquer with this contract so that one agency delivers the creative talent and another covers the rest?

A16: The contract will be awarded according to the criteria outlined in the RFP document. Thus proposals must indicate the ability to successfully meet project objectives within the allotted budget, whether all tasks are performed by a single entity, or in collaboration with subcontractors of that entity. Any and all subcontractors must be identified in the proposal.

Q17: Can we access and review the CIWMB video and radio PSA's that were mentioned on page 11, B.1 of the RFP prior to submitting the proposal? If yes, were can we access them? Are they available somewhere on CIWMB's website? Do they specifically cover the reusable bags topic? ?

A17: Existing materials are in raw form and have not been released at this time.

Q18: Will this public awareness campaign (under this RFP) only cover Los Angeles and Orange County market as stated on page 19 of the RFP? ?

A18: Yes. See Question #14.

Q19: What are the partners and retailers that you mentioned you already have relationship with? Page 19 of the RFP. ?

A19: This information will be available to the agency that wins the bid.

Q20: Page 11 PSAs: Is it possible to see the existing PSAs that the contractor will be charged with getting placed? This could be helpful in determining potential partners.

A20: The :30 second PSA is not public at this time but does involve celebrity talent.

Q21: Page 12 - Partnerships: The RFP requests partnership development with local retailers and other organizations willing to display outreach/education materials. Are you also interested in larger public-private partnerships that could increase the media exposure? If

- so, would such a partnership be limited to the L.A./Orange County area? Also, are there restrictions that would prohibit partnerships with firms in any particular industries?
- A21: Yes, we are interested in larger public-private partnerships that could increase media exposure throughout the state. However, the scope of this project is limited to the LA/Orange County areas and will primarily focus on PSA placement and partnerships within this region.
- Q22: Page 19 – Launch Event: Will the launch event take place in the Sacramento area, the L.A./Orange County area, or another location?
- A22: The launch event will take place in the LA area.
- Q23: Pages 19 and 23 - Cost Proposal: Please advise whether any of the proposers' budget is to be allocated for paid media. It appears that broadcast media is not, but is local print media to be included in proposers' costs? If so, is there a minimum amount you would like to see allocated to print media? Will paid advertising be confined to the L.A./Orange County area?
- A23: A small portion of the budget will be allocated for paid media. This will include a small budget for print media. Paid advertising will be confined to the LA/Orange County area.
- Q24: Page 23 - Cost Proposal: Under each Task on the Cost Proposal the following item is requested: "Labor (Person Hr x Rate)." Do you want each person on a bidder's proposed team to be listed separately with their hours and rate? Or are you satisfied with a single combined number of hours and blended rate for each Task?
- A24: Please identify all personnel on the proposed team as well as actual hourly rates best-estimated hours.
- Q25: Page 25 – Research: Item 3c on the Scoring Sheet lists the "Abilities of assigned staff to conduct the necessary research with proficiency . . ." Does this refer only to researching prospective partners, or is there other research required? We could find no reference to research in the scope of work.
- A25: Research would include finding appropriate broadcast and print outlets as well as prospective partners within the specified region.
- Q26: The contract budget is stated as \$79,000. Is this the fee for the selected contractor? Is there a separate budget for print and electronic media buys, premium items and celebrity endorsements? If so, how much?
- A26: See answer to question # 1.
- Q27: Are there cities/counties that are more important than others for implementing programs and developing relationships?
- A27: See answer to question # 14.
- Q28: Is this contract only for placement of previously created advertising or will the contracted create/design new ads?
- A28: There is a newly developed video PSA. Broadcast PSAs will be created in conjunction with the contractor. CIWMB OPA will create/design new ads in-house. PSAs and ads will be placed by contractor but there will be no request for design.
- Q29: Is there an incumbent? If so, who has the IWMB previously worked with?
- A29: See answer to question # 8.
- Q30: Does the \$79,000 budget include all media buys for print, radio, Web and television?
- A30: See answer to question # 1.
- Q31: Does the contract only cover outreach and distribution using existing public service announcements that have already been developed or are additional PSAs to be developed under this contract?
- A31: See answer to question # 28.
- Q32: Would the existing creative be modified by CIWMB staff to accommodate the messaging developed for this outreach and strategy or is there a companion core message the new messaging would coincide with? In other words, is there an existing brand for this campaign?
- A32: The existing PSA was created specifically for this campaign.
- Q33: Is there a designated portion of the budget earmarked for the event?

A33: Budget is determined by the proposers costs identified on the Cost Proposal Sheet. Total proposal cost must fall within maximum allotted, as answered in previous questions.

Q34: Are there any additional expectations that can be shared regarding event attendance, logistics or location?

A34: CIWMB is looking to publicize the launch of this effort. No pre-determined expectations have been made.

Q35: Based on the RFP, the strategy and proposal should assume all creative services and production for print, radio, video and Web will be developed by CIWMB's in-house staff, is this correct?

A35: This is correct, with the assistance of the contractor.

Q36: All radio and video PSAs listed in the RFP exist in each respective length as 10, 15, 30 and 60- second spots?

A36: Yes

Q37: All efforts related to this contract would be executed in the Los Angeles/Orange County market? Is this the "target audience" the RFP refers to or would the contractor be responsible for identifying a more specific target audience? PMC World

A37: Yes, the efforts related to this contract will be executed in the LA/Orange County markets—the target audiences. The contractor will be responsible for identifying and narrowing the scope to appropriate media outlets within these markets.

Q38: Is there a multicultural component to this contract?

A38: No. Though the target demographic will generally be women, as research indicates that women are the traditional family grocery shoppers.

Q39: The RFP notes that a prime contractor using a DVBE subcontractor for 5% (or more) of the contract work will receive a 5% preference on points. I understand the formula will be applied to the total points, but does it also apply to the monetary amount bid for the work?

A39: The percentage preference is applied directly to the bid amount.

Q40: Is the Integrated Waste Management Board a nonprofit? If so, do you have a Southern California Broadcasters Association (SCBA) number?

A40: The CIWMB is a State/Government agency.

Q41: Are there plans for a media relations program to complement the launch of the PSA program? If so, will that come under a separate RFP?

A41: We would like for the contractor to identify and form partnerships with retail grocery chains and there will be a press event to launch the program.

Q42: B.2. Do print ad buy expenses come out of contractor's budget?

A42: See answer to question # 1.

Q43: B.2. In an effort to better plan for a strategic ad buy, who does the CIWMB define as the target audience for the print buy?

A43: See answer to question # 38.

Q44: B. 2. Will the CIWMB graphics department do all of the design for the PSAs and print ads?

A44: Yes.

Q45: B.2. Will the CIWMB cover all production for the print PSA mailing expenses (duplication, mailing) or is that the responsibility of the contractor?

A45: Duplication and mailing will be the responsibility of the contractor.

Q46: B.2. What target markets are most important to the CIWMB?

A46: See answer to question # 14.

Q47: B.3. Will the CIWMB do all the design for all the Partners Program collateral requested from prospective partners?

A47: Yes, in consultation with the selected contractor.

Q48: B.3. In the "Methodology" section it mentions an event plan, however there is no further mention of events in the RFP. Is developing an event required as part of the RFP? Is the development and execution of said event required as part of the response?

A48: CIWMB looks to create a launch event to mark the beginning of this effort. CIWMB is fully prepared to utilize what resources it can for this activity.

Q49: Please clarify "Secondary method". Voices, Inc.
A49: The "secondary" RFP is used to obtain complex & unique services in which professional expertise and methods may vary greatly. Creative or innovative approaches are needed. The award is based upon the highest-scored proposal.
Q50: Do you have to be certified by the State of California to respond?
A50: No.
Q51: Are you requesting a fully integrated media plan?
A51: No

All other terms, conditions, and requirements of this RFP will remain the same.

If you have any questions relating to this RFP process, please contact me at (916) 341-6105 or at contracts@ciwmb.ca.gov.

Sincerely,

{Original Signed by}

Michael Welch

Contract Analyst

Administrative Services Branch

Attachments

Interested Parties Listing for RFP 08015

as of 10/27/2008

The CIWMB has not confirmed the certification status of firms who have identified themselves as CA Certified Small Business (SB) or Disabled Veterans Business Enterprise (DVBE)

Contact Name	Company	Address	City	State	Zip		SBI	DVBE
Ted Bedrosian	Bedrosian	835 Klein Way	Sacramento	CA	95831	TBedros765@aol.com		X
Kim Bedwell	Fleishman-Hillard	300 Capitol Mall, Suite 1100	Sacramento	CA	95814	kim.bedwell@fleishman.com		
Lea Benavidez	Media Solutions	707 Commons Drive, Suite 201	Sacramento	CA	95825	lea@mediasol.com		
Anita Bennett	Young Communications Group, Inc.	672 S. LaFayette ark Pl., #29	Los Angeles	CA	90057	abennett@youngcomms.com		
Beth Bittmann	Cambria Solutions, Inc.	1050 20th Street, Ste. 275	Sacramento	CA	95811	bbittmann@cambriasolutions.com		X
Walker Bostock	Swirl, Inc.	1620 Montgomery St. Suite 140	San Francisco	CA	94111	walker@swirl.net		
Denise Brady	Denise Brady and Associates	60 Hernandez Avenue	San Francisco	CA	94127	denise@denisebradyandassociates.com		X
Farrah Brady	CirclePoint	135 Main Street, Suite 1600	San Francisco	CA	94105	info@circlepoint.com		X
Jan Burch	Latimer Burch Public Relations	324 35th St.	Sacramento	CA	95816	janburch@ix.netcom.com		X
Prachel Carter	Soulstice Marketing	101 W. Mission Blvd. Ste. 110-310	Pomona	CA	91766	pcarter@soulstice.net		X
Dr. Kongiey Connie Cha	Organization Development Consultant	6616 N. Bethel Ave.	Clovis	CA	93619	dr.chakong@gmail.com		X
Aldore Collier	CollComm	1734 N. Fuller Avenue	Los Angeles	CA	90046	aldore@aol.com		X
Janice Collins	Collins Communications	11510 Via Playa de Cortes	San Diego	CA	92124	jcollins@ccomteam.com		X
Susan Collins	R3 Consulting Group Inc.	4361 Keystone Ave.	Culver City	CA	90232	scollins@r3cgl.com		X
George Colon	Columbus Communications	21620 Agajanian Drive	Santa Clarita	CA	91350	colcom@sbcglobal.net		X
Jerri Conrad	Olsen & Associates	465 Court Street	Reno	NV	89501	jerri@o-apr.com		X
Lou Costanza	Imdgroup, Inc	1900 Point West Way, Suite 175	Sacramento	CA	95815	lostanza@imdgroup.net		X
Bobbi Coulter	Fallon Multimedia	PO Box 1468	Kings Beach	CA	96143	bicoulter@charter.net		X
Phil Cowan	Ross Marketing	7996 California Ave Suite A	Fair Oaks	CA	95628	phil@rossmarketing.com		
Francisco Dominguez	DZ Consulting	66 1st Street 3 2	Gilroy	CA	95020	francisco@dzconsult.com		X
Vic Everett	Priority Group Learning Center	3605 N. Long Beach Blvd., Suite 320	Long Beach	CA	90807	thirty_below_mag@yahoo.com		
Tresa Eyres	Eyres Consulting	85 Piedmont Street	San Francisco	CA	94117	teyres@aol.com		
Kendall Flint	PMC	2729 Prospect Park Drive, Suite 220	Rancho Cordova	CA	95670	proposal@pmoworld.com		
Les Fong	Ken Fong Advertising	178 W. Adams Street	Stockton	CA	95204	les@kenfongassociates.com		X
JT Ford	Lee Andrews Group	633 W 5th Street	Los Angeles	CA	90071	jford@leeandrewsgroup.com		X
Lucretia Free	Epiphany Communications, Inc.	10409 E. Seven Generations Way	Tucson	AZ	85747	govt@connectionsnews.net		X
Christina Gagnier	Gagnier Margossian	2580 W. El Camino Avenue, Suite 3101	Sacramento	CA	95833	cgagnier@gmgroupconsultants.com		
Thomas Gill	Punch	7600 Main Street	Sykesville	MD	21784	tom@punch-me.com		
Diane Glezerman Pinsker	M Creative Group, Inc.	23123 Ventura Blvd., Suite 211	Woodland Hills	CA	91364	diane@mccreativegroup.net		X
Kerstin Goetz	InterEthnica	7951 Rosewood Avenue	Los Angeles	CA	90048	kgoetz@interethnica.com		X
Sophia Gomez	Gomez Research	225 South Lake Avenue, Suite 300	Pasadena	CA	91107	sophia@gomezresearch.net		X
Chad Grimenstein	Thrive Communications	2222 Francisco Drive, Suite 510-210	El Dorado Hills	CA	95762	chad@thriveevents.com		X
Joseph E. Harrington, Ph.D	Harrington Group	2110 Artesia Blvd., Suite 610	Redondo Beach	CA	90278	joseph@hqabs.com		X
Dennis Haws	Cornucopia Enterprises	3710 Flight Ave.	Redding	CA	96002	dennis@cornucopiaenterprises.com		X
Heidi Hayes	theAgency	900 Avenida Acaso, Suite L	Camarillo	CA	93012	heidi@agency2.com		X
Kimberlie Hiltachk	Hiltachk Marketing Group	7485 Rush River Drive, Suite 710-317	Sacramento	CA	95831	kim@hiltachk.com		X
Shelly Holmes	The Rogers Group	1875 Century Park E, Suite 200	Los Angeles	CA	90067	sholmes@rogerspr.com		

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Contact Name	Company	Address	City	State	Zip	SB/DVBE
Jack Jernigan	The Jernigan Group	6255 Arthur Court	Magalia	CA	95954	X
Darcelle Lahr	Global Trade Alliance Corporation	442 Diablo Road, No. 166	Danville	CA	94526	X
Kerjon Lee	KERJON LEE AND ASSOCIATES	19504 GREEN MOUNTAIN DRIVE	SANTA CLARA	CA	91321	X
Beverley Kennedy	Ogilvy PR	2495 Natomas Park Drive, Suite 650	Sacramento	CA	95833	
Maria Elena Kennedy	Kennedy Communications	9042 Camellia Court	Rancho Cucamonga	CA	91737	X
Diana Kimbrell	Kimbrell & Company	200 Gate Five Road, Suite 204	Sausalito	CA	94965	X
Lisa Kirkman	Cielo Marketing	6225 Caminito Luisito	San Diego	CA	92111	X
Jenifer Levini	Web Presence, Inc.	525B 4th St	Santa Rosa	CA	95401	X
Amelia Lukitobudi	Huls Environmental Management, LLC	P.O. Box 4519	Covina	CA	91723	X
Lynn Machon	Machon Ink	4624 Echo Springs Circle	El Dorado Hills	CA	95762	X
Jacqueline Majors	J Majors & Associates, PR & Event Management, LLC	815 Washington Street, Suite 63	Oakland	CA	94607	X
Dorothy Menish	Menish Productions	14781 Pomerado Rd #129	Poway	CA	92064	X
Renee Miller	The Miller Group	1516 S. Bundy Drive, Ste. 200	Los Angeles	CA	90025	X
Erin Norton	AdEase	2056 1st Ave	San Diego	CA	92101	X
Tiffany Nurrenbern	Gigantic Idea Studio	580 2nd St. Suite 230	Oakland	CA	94607	X
Jim Panknin	Jim Panknin Consulting	9830 Via Leslie	Santee	CA	92071	X
Ken Parnell	Barcellona, Inc.	1631 Creekside Drive, Suite 102	Folsom	CA	95630	X
Bruce Paulette	Paulette Bruce Public Relations	3340 - 11th street	Sacramento	CA	95818	
Danny Pavlish	Maynard Consulting Services	2404 Wilshire Blvd. Suite 5A	Los Angeles	CA	90057	X
Bobby Pena	BPeubed, Inc.	2229 J Street, Suite 200	Sacramento	CA	95816	X
Patricia Perez	Valencia, Pérez & Echeveste Social Media	1605 Hope Street, Suite 250	South Pasadena	CA	91030	X
Doug Perkins	Pacific Gateway Group	5703 Oberlin Drive, Suite 209	San Diego	CA	92121	X
Danny Pouladian	Blu Line Media	1837 Midvale Avenue, Suite 103	Los Angeles	CA	90025	X
Chardonnay Provine	Katz & Associates	1801 1st. Ste. 100	Sacramento	CA	95811	
Shelly Purdy	Switchback Public Relations	10075 West River Street, Suite 206	Truckee	CA	96161	
Albert Rivas	Capitol Consulting	2028 Verano Street	Sacramento	CA	95838	X
Scott Rose	Runyon Saltzman & Einhorn	One Capitol Mall, Suite 400	Sacramento	CA	95814	
Jennifer Rustigian	Consensus Planning Group, Inc	626 Wilshire Blvd, Suite 1000	Los Angeles	CA	90017	
Dalia Sabaliauskas	Perceptive Enterprises, Inc.	844 Colorado Boulevard, Suite 204	Los Angeles	CA	90041	X
Brandon Shamim	Beacon Management Group	155 S. El Molino Avenue, Suite 103	Pasadena	CA	91101	X
Lori Shepherd	Black Goddess Communications	4100-10 Redwood Road	Oakland	CA	94619	
Al Smith	Valley Center for the Blind	1060 Fulton Mall Suite 315	Fresno	CA	93721	X
Leeanna Smith	GMMB	10635 Santa Monica Blvd, Suite 360	Los Angeles	CA	90025	
Danielle Sommers	RIESTER	11833 Mississippi Ave #101	Los Angeles	CA	90025	
Darcy Stamler	RadioWave Marketing and Promotions	3740 Moore Street	Los Angeles	CA	90066	X
Sean Stewart	Avant Garde	145 S. State College Blvd, Suite 350	Brea	CA	95821	X
Victoria Rangel	Burson-Marsteller	2425 Olympic Blvd	Santa Monica	CA	90404	

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Rachel Rednik	Behr Communications	528 Arizona Ave, #217	Santa Monica	CA	90401	rachel@behr-communications.com	X	
Jennifer Tabanico	Action Research	910 W. San Marcos Blvd.	San Marcos	CA	92078	research@takeactionresearch.com	X	
Cynthia Torres	GMMB	10635 Santa Monica Blvd., Suite 360	Los Angeles	CA	90025	cynthia.torres@gmmmb.com		
Rafael Traver	Traver Enterprises Inc.	16150 Scientific	Irvine	CA	92618	rtraver@traverhmg.com	X	
Anne Staines	ProProse	4515 North Park Drive	Sacramento	CA	95821	anne@proprose.com	X	
Donna Valentine	Excel Meetings and Events	101 Townsend Street, Suite 282	San Francisco	CA	94107	donnavalentine@excelmeetings.com	X	
Allan Whetzel	MOB Media, Inc.	27121 Towne Centre Drive # 260	Foothill Ranch	CA	92610	allan.whetzel@mobmedia.com	X	
Amber Williams	Glass McClure	1900 22nd Street	Sacramento	CA	95816	amber@glassmcclure.com	X	
Paul Williams	MediaLine Communications	2110 Artesia Blvd., #201	Redondo Beach	CA	90278	medialine2@aol.com	X	
Keith York	Signature Consulting	8255 Johnson lane	Granite Bay	CA	95746	signature@starstream.net		